



TOWN OF  
**LOS GATOS**  
CALIFORNIA

## COUNCIL POLICY MANUAL

*Small Town Service*

*Community Stewardship*

*Future Focus*

**TITLE:** Policy for the Placement of Street Pole Banners and Seasonal Decorations Affixed to Town Infrastructure and Located in the Public Right-of-Way.

**POLICY NUMBER:**  
1-07

**EFFECTIVE DATE:** 1/17/2018

**PAGES:** 4

**ENABLING ACTIONS:**

**REVISED DATES:**

**APPROVED:**

### PURPOSE

The purpose of this Policy is to provide guidance for street pole banners and seasonal decorations affixed to Town infrastructure.

### SCOPE

This Policy applies to all Town light pole banners and seasonal decorations affixed to Town infrastructure or located within the public right-of-way. With the adoption of this Policy, the Council also rescinded Resolution 1994-79 which previously provided guidance on street pole banners.

This Policy does not apply to those banners or other temporary signs that are addressed through the Town's sign ordinance.

Ribbons or other items that represent community groups or causes shall be addressed through the Town Council proclamation process.

### POLICY

#### Overview

Street pole banners and seasonal decorations provide enhancement to the Town's streets through their artwork and/or promotion of events, holidays, seasons, and other similar celebrations. These items enrich the atmosphere of the streetscape through tasteful, festive,

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and decorative graphics, and celebrate the Town in a manner that inspires citizens, attracts visitors, promotes the community, and complies with Resolution 2017-024, Town's resolution on diversity and inclusion.

A clear policy and process is intended to encourage community organizations to consider banners and seasonal decorations on public light poles, trees, and other Town infrastructure items within the public right-of-way.

## **Application Process for Street Pole Banners and Seasonal Decorations**

### ***Application Process***

The Town Manager or his or her designee shall accept applications for street pole banners and seasonal decorations based on the criteria below.

1. The Town Manager has discretion to approve all street pole banners and seasonal decorations including the number, placement and duration of the items being displayed.
2. Applications will be accepted on an annual basis for the following calendar year in accordance to the schedule provided with the application. After the application period has ended, applications may be accepted for any remaining calendar openings for street pole banners and/or seasonal decorations on an ongoing basis. Applications must be received at least sixty days prior to the requested date of display.
3. Applications are considered on a first come first served basis. Although not anticipated to occur often, should multiple applications be received at the exact same time for the exact same locations, staff will work with the applicants to either adjust locations or schedules.
4. Applicants must complete the application provided by the Town including the insurance and liability indemnification requirements.
5. No less than thirty days prior to the scheduled installation, the applicant must provide the Town Manager with scaled drawings and item specifications that include dimensions, weight, mounting requirements, and any other information pertinent to the installation and display of the item(s). Displays must be designed to use the existing infrastructure including mounting hardware as is. Specifications for the signs are included in the street pole banner application.
6. The Town Manager has the right to revoke an application approval at any time if the terms of the application or this Policy are not met.

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7. The applicant will pay a non-refundable application fee at the time of application submittal.
8. Once the application has been approved and is scheduled for installation, an estimate will be provided for the cost of installation and removal of the banners and/or decorations. These fees are due in full prior to installation.
9. All fees are identified within the Town Fee Schedule adopted by the Town Council.
10. The Town is not responsible for the storage of any banners or decorations.

***Street Pole Banner Criteria***

1. Street pole banners may be approved for: A Town event; the promotion of the work or program of any Town Board, Committee, or Commission; Town beautification, public art, or economic vitality program; and/or a community event or program that is open to the public.
2. Street pole banners are divided into zones based on street location. The location map is included within the street pole banner application packet available from the Town. Organizations requesting more than one zone for banner placement will be considered after all requests for that time period have been processed.
3. Approved banner size, material, and placement on the poles is dependent upon the location and pole structure. This information is available from the Town within the street pole banner application packet.
4. The banner design must comply with the following and be approved by the Town Manager no less than thirty days prior to installation:
  - a. The banner is predominately artwork, yet the name and date(s) of an event or program may also appear.
  - b. The banner will not pose a traffic or safety hazard because of its location, color, or design, and may not include any mechanical, programmed, or intentionally designed movement, lights, or noise.
  - c. Any organization's name associated with the banner sponsor or corporate logo may not occupy more than 15 percent of the banner area or appear more than once on each side of the banner.

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- d. Banners may not be for the sole purpose of commercial or product advertisements.

***Seasonal Decoration Criteria***

1. Seasonal decorations may be approved for the following:
  - a. Winter holidays mid-November through mid-January
  - b. Memorial Day mid-May through mid-June
  - c. 4<sup>th</sup> of July/Independence Day, mid-June through mid-July
2. Applicants may apply for seasonal decorations to be placed on the Town's public light poles, trees, and planter boxes, given hardware or equipment used to affix the decoration(s) does not damage the property. If infrastructure can support it, and the items are deemed to not cause an issue for public safety, decorations may connect to streetlight poles. Attachment to streetlight poles and use of electricity is subject to approval by the Department of Parks and Public Works on a case by case basis and is dependent on the applicable electrical utility tariff associated with each streetlight.
3. Seasonal decorations must comply with the following and be approved by the Town Manager no less than thirty days prior to installation:
  - a. The decorations will not pose a traffic or safety hazard either because of its location, color, or design, and may not include any mechanical, programmed, or intentionally designed movement, lights, or noise.
  - b. Decorations may not contain any organization's name or corporate logo.

Approved as to form:

  
 Robert Schultz, Town Attorney